# **Guide your friends** beautify your home

Your name gleams in permanent, reflector letters on your DAY-n-NIGHT Marker—shines brightly in car headlights, and is wonderfully easy to see and read by day! It helps your friends find your home—helps the doctor, the mailman and deliverymen. Its graceful proportions and quiet good taste make your home more attractive.

The letters are treated with the same material that makes highway signs shine in car headlights, and they are permanent because they are embossed in the background plate.

- Letters reflect light
- Easy to read DAY-n-NIGHT
- 2-sided; raised letters on both sides
- Rustproof lifetime aluminum
- Permanent embossed lettering—raised in solid plates
- Miracle baked epoxy enamel finish defies sandstorms, salt air, etc. Black background, white reflector letters
- Reinforced plates, double-bond laminated.
- Any wording you want, up to 17 letters and numbers on nameplates, up to 6 on number plates. Same on both sides
- Attractive size; nameplates 21/2" x 18", number plates 21/2" x 7"
- Each Marker is complete with all Marker parts shown in illustration - plates, stands, brackets, frames, scrolls and hardware. (Mailboxes, posts, lanterns, etc. are not included.)



You'll like the way your

DAY-n-NIGHT Marker

looks on your lawn or

near your driveway! Pleas-

ing proportions and grace-

ful designs reflect your

2917 CRAGMOR ROAD

own good taste.

Lawn Marker

Style L \$295 postpaid

Scrolled Lawn Marker Style LS \$345 postpaid

Framed Lawn Marker

Style LF \$395 postpaid

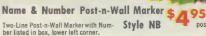
PRIVATE DRIVE

Deluxe Lawn Marker

3718 WESTBROOK DR.)

3434 ALSACE PLACE







# DAY-WIGHT

# Post-n-Wall Markers

There's an air of friendliness and warm hospitality in Day-n-Night Post-n-Wall Markers — something that says, "Welcome, friend!" They provide tasteful identification of residences, and are perfect for business or professional "shingles". Easy to read from either side. Mount on gatepost, wall, post lantern, fence, door frame or any vertical surface.



Post-n-Wall Marker Style PR \$295 postpaid



Post-n-Wall Marker Style BR \$3 95 postpaid



Framed Post-n-Wall Marker Style FB \$ 45 postpaid





Two-Line Post-n-Wall Marker Style OB \$695 postpaid





Deluxe Two-Line Post-n-Wall Marker. Style EOB \$795 postpaid



You can have any wording you want, up to 17 letters and numbers on large plates, 6 on small. Same wording on both sides. Wordings shown are examples only.



Name & Number Mailbox Marker Style NM \$ 2 95

postpaid



DAY-WICHT

**Mailbox Markers** No question about who lives here when there's a DAY-n-NIGHT Marker on the mailbox! All these Markers fit any mailbox, large or small.

Framed Mailbox Marker Style MF \$345 postpaid



Deluxe Mailbox Marker Style EM \$395 postpaid





Two-Line Mailbox Marker Style OM \$495 postpaid

Two-Line Mailbox Marker with Number (not shown). Similar to Style NM in color illustration above, but has two nameplates and one number plate. Style NOM \$745 postpaid

Deluxe Two-Line Lawn Marker (not shown). Similar to Style EL, but has two lines. Style EOL \$745 postpaid

Scrolled Mailbox Marker

Style MS \$295 postpaid

Mailbox Marker \$ 9

Easy to install in a minute.

CARL F. RODGERS

Two-Line Post-n-Wall Marker with Number (not shown). Similar to Style OB, but has two nameplates with a number plate below Style NOB \$895 postpaid

> Style EL \$495 postpaid Deluxe Two-Line Lawn Marker sted in box. lower left corner

# NOW your choice of COLORS - NO CHARGE!



Choose Pine Green, Colonial Red, Antique Copper or Black for your nameplate or number plate background. Letters are the same brilliant white reflecting type as shown on the other side of this folder. The colors are baked epoxy enamel automobile finishes — virtually indestructible!

ANTIQUE COPPER BLACK

For "Wrought-Iron Black" anodized finish on frames, scrolls, etc., as shown in color illustration at left, just add \$1.00 to the price of any

# **Special Purpose** Markers

Here's easy, attractive identification for rural communities, suburbs resorts, etc. Both sides are lettered. Add or re-move name easily; each with wrought alumi-num frame that fits with all other Style SU lines Allow 3" denth per line. Posts not included. Style SU \$295



per line postpaid



Style NU \$795 postpaid

Mounting 34176 You can add Style NU to any of the following markers or styles to con vert it to a Name and



DAY-n-NIGHT

\$145 \$275 pair 6 for \$795

Name & Number **House Marker** Style NH \$ 195

#### Hanging Marker

Two-sided Marker similar to Style M except mounting screws are on top; easy to hang by chain, wire or its own screws. Screws are ½" long, mount through anything up to %" thick; we supply nuts.



# FREE GIFT CARD YOUR NAME GOES HERE

On request we include an attractive gift card, with your name or nickname, to announce your

gift. No charge - just tell us how you want the card signed. The cards have black raised-letter printing on "wedding-invitation" white vellum.

### SEND US YOUR GIFT ORDERS NOW -

we'll ship them to arrive whenever you wish!

## Here's what our customers say about our products and service — "I am so pleased with my DAY-n-NIGHT Marker I am ordering one for some friends, as a gift." M.A.W., Cuddebackville, N.Y.

"Our heartiest thanks for the way our Dec. 3 order was handled." E.M.F.,

"We received our mailbox marker yesterday, and it is perfect." Mrs. W.F.W.,

"I certainly appreciate your reliability and follow-through." N.L., Philadelphia, Pa.

DISTRIBUTED BY

## (THE WORTHINGTONS)

Style R \$795

To replace nameplate in any DAYn-NIGHT Marker that does not have an R in its style designation, order Style M Mailbox Marker inside this folder. To replace nameplate in Style BR or PR, order Style R above. To replace any number plate, order Style NU (below left).



#### Wall Marker

For mounting on a flat surface; re-inforced plate, lettered on one side only. Style WR-17, 18" long, up to 17

Style S-11, 12" long, up to 11 letters Style N-6, 7" long, up to 6 letters

\$145 \$245 pair postpaid

To qualify for "pair" price, both Wall Markers must read the same and be the same size. For differ ent wording or size, send \$1.45

# DAY- NIGHT Markers Perfect for gifts because they're personal The most appreciated gift is one which shows that the giver de-

voted thought to its selection. And what could express your thoughtfulness more completely than a DAY-n-NIGHT Marker, made to order with your friend's or relative's own name? For Christmas-Birthdays-Anniversaries-Housewarmings-Father's Day-Mother's Day - any gift occasion!

ur enclosed custom-made gift with Best Wishes from

# NOW-better than ever!

from coast to coast in America's

finest residential areas you see more

than any other kind of house marker

for your mailbox, lawn, gate, lamp post, etc.

AY-N-NIGHT Markers

from Westchester County, N.Y. to Marin County, Calif.

公公公公 DAY-WANDENT Markers

Epoxy enamel finish and double-bond lamination defy wind, salt air, sandstorms, etc.

SATISFACTION GUARANTEED OR YOUR MONEY BACK! FAST SERVICE - WE SHIP WITHIN 48 HOURS



110-6 Spear Bldg., Colorado Springs, Colorado

**Driveway Guides** Each side has thousands of tiny round mirrors that shine in headlights or tail-lights - plus a center "target" of brilliant aircraft fluorescent red material. Easy to see against snow, shrubbery, lawns. Rustproof; made of aluminum. 24" high. Style DG

GIVE THE PERFECT GIFT — A DESK OR DOOR MARKER 48 HOUR SHIPMENT — SATISFACTION GUARANTEED.



# NEW Engraved Walnut \$195 Desk Marker

- Graceful Roman letters engraved in Solid Walnut
- Letters filled with simulated gold metallic foil
- Beautiful grained walnut Rubbed oil finish
- Up to 20 letters name line 30 title line
- Name line, only \$1.95 (add 50c for title line)

ORDER STYLE KWG



# Engraved Brass-n-Walnut \$395

- Graceful Roman letters engraved in Solid Brass
- Satin finish brass permanent black letters
- Solid Walnut Base Rubbed oil finish
- Up to 20 letters name line 30 title line
- Name line, only \$3.95 (add 50c for title line)

ORDER STYLE DEBW

Over-



211-1 Spear Building • Colorado Springs, Colorado
☐ Style KWG ☐ Style DEBW
Name Line
Title Line (add 50¢)
Ship To:
Company Name
Address
City & State

Amt. Enc. \$\_

PLEASE PRINT OR TYPE & COMPLETE EACH SECTION INCLUDING SHIPPING LABEL AND SUMMARY.

SUPERLUXE DAY-n-NIGHT M	<b>IAR</b>	KER!
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SUPERLUXE DAY-n-NIGHT MARI	KERS
MARKER "Wrought -	Iron Black"
	s—Add \$1.00
Background Color— 🔲 Black 🔲 Red 🔲 Green	Copper
WORDING	
(Please Show Exact Arrangement Wante	d)
Gift Card Name	(if wanted)
SHIPPING LABEL	
From: SPEAR ENGINEERING COMPANY	
110-6 Spear Building	
Colorado Springs, Colorado	
SHIP TO:	
Jilli 10:	
RETURN POSTAGE GUARANTEED	
RETURN POSTAGE GUARANTEED	
IF FOR GIFT, MARKER WAS ORDERED	BY:
VNI	
Your Name	
Street or RFD	
City	State
CHAAAAADV (Caaaa Vaaaa Thia Saa I	2 1)
<b>SUMMARY</b> — (Spear Keeps This for F	(ecora)
MARKER TOTAL AMOUNT	
STYLE ENCLOSED WITH ORDER \$ (Please, No C.O	D.)
(riedse, No C.O	.0.)
Your Signature	
City	State
-MAIL ORDER TODAY FOR 48 HOUR SHIP	
SPEAR ENGINEERING COMPANY	

Satisfaction guaranteed or your money back! THANK YOU!

Over:

GIVE THE PERFECT GIFT — A DESK OR DOOR MARKER 48 HOUR SHIPMENT — SATISFACTION GUARANTEED.



# NEW Engraved Walnut \$195 Desk Marker

- Graceful Roman letters engraved in Solid Walnut
- Letters filled with simulated gold metallic foil
- Beautiful grained walnut Rubbed oil finish
- Up to 20 letters name line 30 title line
- Name line, only \$1.95 (add 50c for title line)

ORDER STYLE KWG



# Engraved Brass-n-Walnut \$395

- Graceful Roman letters engraved in Solid Brass
- Satin finish brass permanent black letters
- Solid Walnut Base Rubbed oil finish
- Up to 20 letters name line 30 title line
- Name line, only \$3.95 (add 50c for title line)

ORDER STYLE DEBW

Spear ENGINEERING COMPANY -

211-1 Spear Building	<ul> <li>Colorado Springs, Colorado</li> </ul>			
☐ Style KWG	Style DEBW			
Name Line				
Title Line (add 50¢)				

Ship To: \_\_\_\_\_\_

Address

Address \_\_\_\_\_\_\_City & State\_\_\_\_\_\_

Amt. Enc. \$\_\_\_\_\_ Over

# HANDY ORDER FORM

PLEASE PRINT OR TYPE & COMPLETE EACH SECTION INCLUDING SHIPPING LABEL AND SUMMARY.

SUPERLUXE	DAY-n-NIGH	T MARKER
-----------	------------	----------

	ought -iron Black" ne Parts-Add \$1.00  Green Copper
WORDING	
(Please Show Exact Arrangemen	t Wanted)
Gift Card Name	(if wanted)
SHIPPING LABEL	
From: SPEAR ENGINEERING COMPANY	
110-6 Spear Building Colorado Springs, Colorado	
SHIP TO:	
RETURN POSTAGE GUARAN	NTEED
IF FOR GIFT, MARKER WAS OR	DERED BY:
Your Name	
Street or RFD	
City	State
SUMMARY — (Spear Keeps Thi	is for Record)
MARKER TOTAL AMOUNT	
STYLE ENCLOSED WITH OR (Please,	No C.O.D.)
Your Signature	
City	State
-MAIL ORDER TODAY FOR 48 HOL SPEAR ENGINEERING COM	
	prado Sprinas, Colorado

Satisfaction guaranteed or your money back!

THANK YOU!

Over-

Zip - 80907

October 12, 1964

Theodor H. Nelson Systems Cons. Box 1546 Poughkeepsie, N. Y. 12603

Dear Mr. Nelson:

Thank you for your interest in our nameplates.

This letter gives us an opportunity to send you our catalog leaflets on Day-n-Night and Desk-n-Door Markers, and to include Discount Authorization for your future purchases.

Outstanding Service, Quality of Product, and "Satisfaction Guaranteed" makes it easy for you to do business with us.

Please let us hear from you again soon.

Sincerely,

Wendell C. Spear, President

WCS/ba

Enclosures

P.S. -- This letter is in response to your inquiry through Office Magazine. We will be most happy to send a sample of our Desk-n-Door Markers if you are interested.



# for home or office



# DESK-n-DOOR

Markers

Handsomely engraved with name, or name and title, or any wording you want.

- for employee identification (brightens any desk top or office door; gives that important personal touch; great for employee relations)
- for business gifts (a thoughtful, personal gift for any occasion)
- to mark house and apartment doors, directories, rosters

Modern, clean-cut design harmonizes with any setting.

Designed and executed for the most discriminating

FRGINEERING COMPANY = 130-7 Spear Building Colorado Springs, Colorado 80907

SATISFACTION GUARANTEED OR YOUR MONEY BACK

48 HOUR SHIPMENT FROM FACTORY — POSTPAID

MR. & MRS. DONALD HALL



## ENGRAVED METAL-n-WALNUT **DESK MARKER** JACK FORESTER PURCHASING AGENT Black-filled lettering in satin-finish solid metal Beautifully grained gunstock walnut base rubbed oil finish 8½" long, 2" high base, felt padded - modern wedge design - stability on desk Up to 20 larger letters - up to 30 smaller letters Engraved Aluminum, Brass or Bronze Style One Line Price\* Metal \$2.95 DEA Aluminum \$3.95 **DEB Brass** \$4.95 DEZ Bronze

# DESK-1 MARKERS



Handsome executive design engraved in metallic "Gold".

Popular Sheaffer's cartridge fountain pen with all-purpose point mounted in ball-swivel socket (with pen model).

8½" long, 2½" high, 1¾" wide felt padded base

Witho	out Pen	With	Pen
	One Line		One Line
Style	Price *	Style	Price*
XKG	\$2.95	XKGP	\$7.95

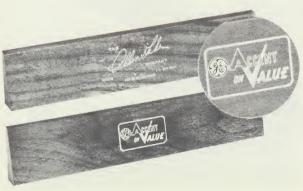


Beauty for your own desk - a perfect gift for someone special

Executive design with your choice of solid metal name plate in Aluminum, Brass or Bronze. Popular Sheaffer's cartridge fountain pen with all-purpose point, mounted in ball-swivel socket (with pen model).

8½" long, 2½" high, 1¾" wide felt padded base

	Without Pen	With Pen	
	One Line	One Line	
Metal	Style Price*	Style Price*	
Aluminum	XDEA \$3.95	XDEAP \$ 8.95	
Brass	<b>XDEB \$4.95</b>	XDEBP \$ 9.95	
Bronze	XDEZ \$5.95	<b>XDEZP \$10.95</b>	



# ANY DESK MARKER CAN HAVE YOUR PROMOTIONAL MESSAGE IN "GOLD" ON THE BACK

Any wording or symbol you want, in your handwriting, in attractive printer's type, or your trademark, can be engraved in metallic "gold" on the back of any Spear Desk Marker.

As a gift to client or customer, or on your employee's desk, it is a constant reminder of your company, or your slogan. His name faces the other way, your message faces him!

See ordering information for details.

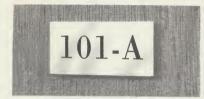
# MARKERS



# MINI-MARKER

- 4" long, 1" high, satin-finish solid metal
- Up to 18 smaller letters per line up to two lines Engraved Aluminum, Brass or Bronze

Metal	Style	One or Two Line Price	Three Line Price
Aluminum	MIA	\$1.95	\$2.95
Brass	MIB	\$2.95	\$3.95
Bronze	MIZ	\$3.95	\$4.95



**DOOR** NUMBER PLATE

2" long, 1" high, satin-finish

**ENGRAVED WALNUT** 

Distinctive "Gold" letters

Solid walnut 2" x 9" x 3/8'

Backing grips tight to any surface

Up to four numbers

•

Engraved - Aluminum, Brass or Bronze Metal Style Price Aluminum **NDA** 75c Brass NDB \$1.00 Bronze NDZ \$1.25

# ADVERTISING DEPARTMENT CONFERENCE ROOM

# **ENGRAVED** METAL DOOR MARKER

- Black-filled letters in satin-finish solid metal
- 7" long, 1" high ready-adhesive backing
- Up to 20 larger letters up to 30 smaller letters
- Engraved Aluminum, Brass or Bronze

		One Line
Metal	Style	Price*
Aluminum	DOA	\$1.95
Brass	DOB	2.95
Bronze	DOZ	3.95

#### **ENGRAVED**

# **EXECUTIVE DOOR MARKERS** -

### ENGRAVED METAL-n-WALNUT

Black letters in Aluminum, Brass or Bronze

Metal

Aluminum

Brass

**Bronze** 

- Backing grips tight to any surface
- Solid walnut backing 2" x 9" x 3/8"

JOHN B. WI	LLIAMS. C.L.	U.
VICE	One Line	No.

Style XRG

Price\*

\$1.95

WILLIAM McDonald, M.D.

Style

XDOA

**XDOB** 

**XDOZ** 

One Line

Price\*

\$2.95

\$3.95

\$4.95

Cushion-Foam, ready-adhesive backing on all door markers, grips tight to any surface No screws, no holes, no marring, no tools JUST PEEL PROTECTIVE STRIP AND MOUNT

\* Second line can be engraved for only 50c additional per marker.

**HOW TO ORDER Desk-n-Door Markers** 

# USE DESK-n-DOOR MARKERS FOR DISTINCTIVE IDENTIFICATION

- Any wording you want on any marker
- Fast service we ship within 48 hours
- Postpaid at listed prices
- · Satisfaction guaranteed or your money back



## HOW TO ORDER:

By Purchase Order or Letter (Or use Handy Order Form)

Copyright 1964

### PLEASE SPECIFY:

- 1. Quantity for each style
- 2. Styles wanted
- 3. Wordings and arrangements wanted (See examples in illustrations)
  Larger letters (up to 20) are usually used for names, room identification, etc.; smaller letters (up to 30) for titles, etc.; both lines can be smaller letters (two large lines will not fit on marker)
- Any wording you want on any marker
- 4. Price (Please add 50c per marker to engrave second line)
- 5. Gold gift box (if wanted) add 25c each
- 6. Gift card wording (if wanted)
- 7. Shipping address

SPECIAL ORDERING INFORMATION AND PRICES FOR PROMOTIONAL MESSAGE ON BACK OF DESK MARKERS

Engraving area up to 7" x 11/2"

- For trademarks, logotypes and special designs: Customer furnishes art or reproduction proof. If art or proof not available, please write for quotation and send sketch.
- For signature or handwritten message:

  Please send copy in black or very dark ink
  on smooth white paper, without folds or
  creases. Reproduction is photo-exact.
- For printed message:

  Please send us the wording you want. We will reproduce it in attractive printer's type.

One Master Engraving of Any Promotional Message \$5.00 net

To Engrave Back of Marker With Above Master add 25c each



## GIFT CARD FREE ON REQUEST

On request we include an attractive white vellum gift card inscribed with your name or company name.

Send us your gift orders now! We'll ship them to arrive whenever you wish.

Handsome gold gift box, 25c extra each marker

#### SOME OF OUR CUSTOMERS

Westinghouse Electric General Electric General Motors Motorola Reynolds Metals Alcoa

Cornell University New York University U.S. Armed Forces Eastman Kodak Broadmoor Hotel Bank of Albany

Speak ENGINEERING COMPANY -

130-7 Spear Building Colorado Springs, Colorado 80907

ENT NEY BACK!	TOTAL	₩.	₩.	₩.	\$ TOTAL	THANK YOU!
OUR SHIPMI	SECOND LINE GOLD GIFTBOX	free gift card	free gift card	Signature for free gift card	Signature for free gift card	pped to more than one address, show order no. and address on separate shipping labels. EAL ENGINECOMPANY—130-4 Spear Building addo Springs, Colorado 80907
MAIL ORDER TODAY FOR 48 HOUR SHIPMENT SATISFACTION GUARANTEED OR YOUR MONEY BACK!	ADD 50c SECOND LINE	Signature for free gift card	Signature for free gift card	Signature for	Signature for	* If shipped to more than one address, show order no. and address on separate shipping labels.  That E HENNEERING COMPANY ————————————————————————————————————
SDER TODAY	ONE LINE PRICE	₩.	₩.	₩.	₩.	* 000
	(If two line)(No larger over larger)	☐ Larger (20) over smaller (30) ☐ Smaller (30) over larger (20) ☐ Smaller (30) over smaller (30)	Larger (20) over smaller (30)     Smaller (30) over larger (20)     Smaller (30) over smaller (30)	☐ Larger (20) over smaller (30) ☐ Smaller (30) over larger (20) ☐ Smaller (30) over smaller (30)	☐ Larger (20) over smaller (30) ☐ Smaller (30) over larger (20) ☐ Smaller (30) over smaller (30)	State & Zip
FORM DESK-n-DOOR MARKERS	PLEASE SHOW EXACT ARRANGEMENT					Ship to:* Address:
HANDY ORDER FORM	STYLE	1 line 2nd line	1 line 2nd line	1 line 2nd lińe	2nd line	State & Zip
HAND	ORDER NO.	<b>20</b> —	2	m	4	Ordered by: Address: City



# QUANTITY PURCHASER DISCOUNT AUTHORIZATION

SIZE OF ORDER (Total Retail \$ ordered at one time)	QUANTITY DISCOUNT
\$ 6.00 to 10.00	NO DISCOUNT
\$ 10.05 to 25.00	10%
\$ 25.05 to 75.00	15%
\$ 75.05 to 150.00	25%
\$150.05 up	(Please Write)

CLASSIFICATION:

Business Firms, Professional and other organizations purchasing for their own use or for business gifts, gifts to employees, etc.

TERMS:

- A. Remittance with order We pay all shipping charges.
- B. Open Account 1% within 10 days after you receive and approve order 30 days net. Shipping charges prepaid and added to your invoice.

Our contract with Dun and Bradstreet allows us to extend credit to firms with satisfactory D & B rating. Otherwise please submit credit references with first order.

All sales in Colorado are subject to 2% sales tax on net.

ORDER ACKNOWLEDGEMENT:

Invoice orders are acknowledged immediately with our planned shipping date. Please note our liberal terms.

DIRECT SHIPMENT:

Normally — within 48 hours, *bulk packed* and total order shipped to purchaser via parcel post.

DROP SHIPMENT:

Normally — within 48 hours, individually packed in standard package and shipped to your customer, client or other via parcel post. Shipment will be under our labels unless you prefer to provide your own addressed labels. We can hold your orders for shipment on a date you specify. We can include either your prepared gift cards or, on request, will enclose our attractive gift cards with your name suitably placed thereon at no charge.

Handsome gold gift box available for Desk-n-Door markers at 25c ea. (retail).

ORDER INSTRUCTIONS:

Please enter orders using your Purchase Order or Letterhead. Help us avoid errors — please type orders. Indicate complete specifications on your orders by following our Catalogue Leaflet Order Forms including style, wording, color, metal, wood, etc.

### WE PROMISE:

To represent our products honestly.
To give your orders fast, careful handling.
To do business with you "On The Square"
Satisfaction Guaranteed or Your Money Back.

#### **OUR REFERENCES:**

Dun & Bradstreet — Wall Street Journal Esquire — Fortune — New York Times House Beautiful — American Home First National Bank of Colorado Springs

Approved by:

Wendell C. Spear, President

peak ENGINEERING COMPANY 
DISCOUNT SALES DEPT.

220-5 SPEAR BUILDING • COLORADO SPRINGS • COLORADO